



# Small Business In Focus

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## Small Business GWAC Center

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## Director's Corner



Steve Triplett, Director, Small Business GWAC Center

We have recently reached some significant milestones on our Small Business GWACs.

8(a) STARS continues to shine as it nears its order expiration date. STARS recently surpassed \$3.3B dollars in total obligations, an increase of \$100 million dollars in 4 months. Although the STARS ordering period expires November 30<sup>th</sup>, it continues to be our most active GWAC. I expect STARS to continue going strong until the task order period deadline.

Alliant Small Business (SB) is steadily picking up momentum. The 60<sup>th</sup> Alliant SB task order award was recently issued increasing the total contract value to \$1B. To date, 17 federal customer agencies have used the contract, many being repeat users. I commend Alliant SB industry partners and the Alliant Small Business Industry Council (ASBIC) on their hard work and commitment to the success of the contract.

The VETS GWAC celebrated its 4<sup>th</sup> anniversary this past February. I am delighted to report that VETS has earned 210 task orders, from 15 customer agencies and has a total estimated value approaching \$1.5 billion. Additionally, I am happy to announce that of the 42 prime contract holders, 35 have been issued VETS task order awards.

While this is great news, we all must remember that these successes are mere milestones on our journey. We must keep up the good work and remember that we are running a marathon with no end in sight. I encourage you to continue spreading the news that serves as a constant reminder, that when given the opportunity small businesses shine.

We thank you for continued support and ask that you keep hope alive for the thousands of outstanding small businesses on all of our small business GWACs.

In the words of the great late Dr. Martin Luther King Jr. "We are on the move now and we can't let nothing turn us back."

Wishing you all the best.

Stephen Triplett  
Director  
Small Business GWAC Center

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## GWAC Training

### Small Business Advocates

On Wednesday, March 2<sup>nd</sup>, Business Development Specialist, Jihyun Huyck, and Contract Specialists, Meredith Wassenberg and Vicki McReynolds, hosted the final session of the Small Business GWAC Overview Webinar Series for federal agency small business advocates. Steve Triplett, Center Director, opened the session by welcoming attendees and then stressing the responsibility of assisting small businesses. The webinar series began in October of last year, offering federal Office of Small and Disadvantaged Business Utilization (OSDBU) staff and contracting personnel an opportunity to learn about GSA's small business GWACs and to receive current news on the GWACs. The final session had 16 people registered from Dept of Treasury, Dept of Interior and Air Force, bringing the webinar series total attendance to 65 individuals from 10 different agencies.

### Defense Information Systems Agency

On March 23<sup>rd</sup> Jean Oyler, Business Operations Manager, presented "Developing IT Contracting Strategies with Small Business GWACs" to approximately 120 local and remote Defense Information Systems Agency (DISA) Information Technology (IT) program and contracting personnel as part of DISA's monthly Acquisition Excellence Workshop series. Hosted by the DISA Falls Church, VA office, the workshop featured an overview of GSA's small business GWAC portfolio as well as a detailed demonstration of best practices, tools and tips that ordering activities may incorporate into their market research and due diligence activities when considering small business in their strategy decisions. The workshops are designed to facilitate DISA's customer support focus as they continue the Department of Defense (DoD) and DISA transformations and performance improvement initiatives in acquisition, contracting, and management. This training opportunity came about through the efforts of Mike Williams, DoD National Account Manager, Federal Acquisition Service Customer Accounts and Research in Crystal City, VA.

### Executive Office of the President

Jean Oyler, Business Operations Manager; Dean Cole, Business Development Specialist; Greg Byrd and Lee Tittle, Alliant Small Business Contracting Officers, presented a Center for GWAC Program orientation on March 9<sup>th</sup>. The orientation provided federal Contracting Officers information required when obtaining a delegation of procurement authority (DPA), but it is recommended that all individuals involved in the acquisition process are included. The training, which covered the 8(a) STARS, 8(a) STARS II, VETS, and both Alliant and Alliant SB GWACs, was presented to 17 Executive Office of the

President acquisition personnel.

### ACT-IAC

Joint GWAC DPA training occurred at the following Colorado locales, organized by Lee Tittle, Contracting Officer with the Small Business GWAC Center, Mimi Bruce, Director of Client Support with the Enterprise GWAC Center, and Matt Verhulst, Contracts Branch Chief with the Small Business GWAC Center: Ft. Collins, Denver and Colorado Springs. In Ft. Collins, GSA worked with the United States Department of Agriculture, the host, which invited additional federal agency contracting officers to attend the event. In Denver, the contracts branch worked with the Rocky Mountain ACT-IAC chapter, the host, which organized a Denver-area invitation for federal contracting officers and information technology companies to attend the event that GSA's Regional Commissioner opened. The ACT-IAC meeting resulted in the largest audience ever for the chapter. The local GSA Customer Service Director (CSD), Cheryl Ansaldi, was an important participant in events at Ft. Collins and Denver. Mimi Bruce organized the Colorado Springs leg, and coordinated with another GSA CSD, Arleen Kinder, to organize a Colorado Springs area invitation for federal contracting officers to attend the event, held at the Air Force Academy. This efficient and effective method of leveraging GSA Customer Service Directors, good customer relationships, and partnerships with organizations such as ACT-IAC, to broaden participation in delegation training, is a best practice which promises synergy.

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## Conference Participation

### OSDBU Procurement Conference

Steve Triplett, Director, Herman Lyons, Business Development Specialist, and Bill Sherman, GWAC Program Office. Participated at the 2011 Office of Small and Disadvantaged Business Utilization (OSDBU) Procurement Conference held April 21<sup>st</sup> in Chantilly, VA. The GWAC team members promoted the capabilities of small business GWAC holders and the advantages of working with GSA's Small Business GWAC team. The OSDBU Procurement Conference is a national conference fostering business partnerships between the Federal Government, its Prime Contractors, and small, minority, service-disabled veteran-owned, veteran-owned, HUBZone, and women-owned businesses.

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## GSA EXPO

Mark your calendars for the 17th annual International Products and Services Expo May 10-12<sup>th</sup>, 2011, in San Diego, CA. Register Today!

GSA's GWAC program will offer several GWAC trainings. Click [here](#) to view the training offerings for the GSA Training Conference and Expo 2011.

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## GSA Network Services Conference

GSA's 2011 ITS Network Services Conference will be held May 9-12<sup>th</sup> in San Diego, CA.

Co-located with the GSA Expo, GSA's Network Services Conference encourages IT professionals serving the Federal Government to gather bringing new ideas and directions for Government information technology. GWAC training courses will be provided by GSA's GWAC program. Click [here](#) to register.

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## GWAC Program Meetings

### VETS GWAC

On February 15<sup>th</sup>, the SBGWAC team conducted a semi-annual Program Review Meeting with VETS GWAC IPs, via webinar. Speakers from the Center included Stephen Triplett, Director, Janna Babcock, Contracting Officer, Jihyun Huyck, Business Development Specialist, and Angela Joslin, Program Analyst for the GWACs Program. Among the topics discussed were the VETS GWAC's option period exercise and its criteria, Fiscal Year 2011 outreach plans and contractors' Contract Access Fee payment updates. A total of 46 participated in the webinar. The next VETS Program Review Meeting will be held in August 15<sup>th</sup> at the National Veteran Small Business Conference, in New Orleans, LA.

### Alliant Small Business

The Alliant Small Business team conducted its semi-annual program meeting in Washington, DC on March 8<sup>th</sup>. The event, in part commemorating the second anniversary of the Alliant SB GWAC, served as an opportunity to update IPs on contract administration, business development and client outreach efforts, and the GWAC Management Module. Mary Davie, Integrated Technology Services Assistant Commissioner; Michael O'Neill, Director of GWAC Programs; and Steve Triplett, Director of the Small Business GWAC Center, provided opening remarks. Other prominent speakers at the event include Tim Dempsey, Systems Chief, GSA Multiple Award Schedules Program Office; and Jim Ghiloni, Director of Business and Acquisition Operations. Mr. Dempsey discussed GSA's eBuy for industry partners, and Mr. Ghiloni briefed the audience on what is new with GSA's Assisted Acquisition Service. Also, the ASBIC Executive Team shared the Council's accomplishments

since the last program meeting. There were 92 participants, 78 of which represented 57 of the 73 Alliant SB awardees.

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## Small Business GWAC \$ales

Total obligated order value as of April 15, 2011:

★ 8(a) STARS	\$3,303,044,596.25
★ Alliant Small Business	\$214,184,227.80
★ COMMITS NexGen	\$83,315,607.64
★ VETS	\$786,387,054.57

For a listing of sales by agency visit [www.gsa.gov/sbgwac](http://www.gsa.gov/sbgwac) and click "Small Business GWAC Sales"

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## STARS II Update

Prior to the next newsletter you receive from us, the SBGWAC Center will have awarded the 8(a) STARS II GWAC! The 8(a) STARS II GWAC includes the following features and benefits:

- a five year base with a five year option
- ability to issue directed task orders up to \$4 Million
- ability to access an additional tier of vendors with elite industry credentials
- 8(a) and other socioeconomic credits available

For more information on the contract, including award status updates, please visit [www.gsa.gov/8astars2](http://www.gsa.gov/8astars2). If you have questions regarding 8(a) STARS II, please feel free to contact us at [s2@gsa.gov](mailto:s2@gsa.gov).

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## GWAC Industry Partner Visits

### Catapult Technology

Gregg Melanson, Director, GWAC Programs, Catapult Technology, visited the Small Business GWAC Center on March 3<sup>rd</sup>. Catapult Technology is an Industry Partner on the VETS GWAC, Commits NG GWAC, and 8(a) STARS GWAC. Several GWAC team members attended the meeting. Items discussed included the VETS GWAC Program Meeting held at the National Capitol Region on Nov. 8<sup>th</sup>, the future Option Period of the VETS GWAC, the 8(a) STARS GWAC and the COMMITS NexGen GWAC.

### Access Systems, Inc.

Three representatives from Access Systems, Inc., an Alliant SB GWAC prime, visited the Small Business GWAC Center on February 17<sup>th</sup>. Representatives attending the meeting, from the Small Business GWAC Center, included Center Director Steve Triplett, Business

Development Director Jean Oyler, Contracting Officer Greg Byrd, and Contract Specialist Lee Tittle. Ideas and outreach efforts were shared as well as an introduction to the latest member of the Access System's team.

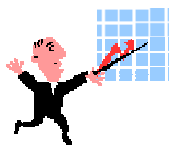
## Kudos and Accolades

### VETS Marks 4<sup>th</sup> Anniversary

In February VETS marked its 4th anniversary. During the VETS semi-annual Program Review Meeting webinar, the VETS Program office shared business volume results on VETS with industry partners on the contract, which grew at an impressive average annual rate of 176%. Awarded as the first Service-Disabled Veteran-Owned Small Business (SDVOSB) set-aside GWAC in the federal market, VETS has so far earned 210 orders from customer agencies with over \$786M in total obligated dollars. The VETS industry partners have been successfully delivering innovative IT solutions to their customer agencies who were also able to receive socioeconomic credit towards the statutory 3% SDVOSB goal.

## Selling to the Federal Government 101

### Meeting with Agency Officials



In prior **"Selling to the Federal Government 101"** articles we highlighted the importance of marketing your GWAC. If your marketing efforts have been successful, you may be offered the opportunity to meet face to face with federal agency acquisition personnel. Meeting with agency officials is an excellent way to share information about your company. Here are suggestions for making the best of face-to-face Meetings:

#### Do your homework

- Know the agency and its buying practices
- Make sure there is a need for what you have to offer
- Meet at a time and place of the customers convenience

#### The Meeting

- Have questions prepared in writing (provide ahead of time if possible)
- Listen more than you speak
- Answer questions thoroughly

#### Leaving

- Be gracious for time spent
- Understand that some meetings are more for visibility than sales
- Plan to follow-up on all suggestions

#### Follow-Up

- Send a "Thank You" note to the persons with whom you met
- Follow-up with all suggestions provided to you
- Plan to meet again if appropriate to discuss future plans

## REMINDER

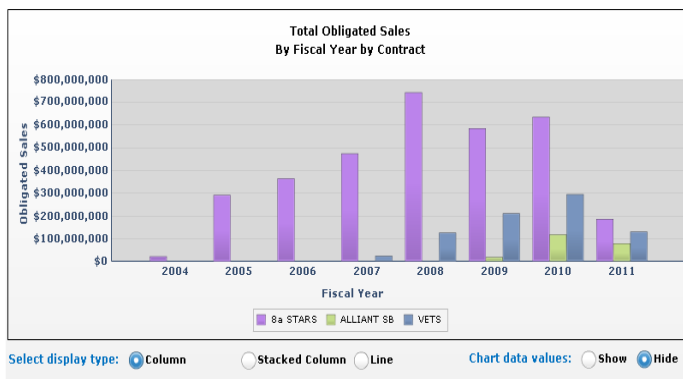
### GSA Extends COMMITS NexGen and 8(a) STARS GWACs

The ordering period for the **COMMITS NexGen GWAC ends July 20, 2011**; all task orders must be completed no later than January 20, 2016.

The ordering period for the **8(a) STARS GWAC ends November 30, 2011**; all task orders must be completed no later than May 31, 2014.

## Center Launches New Website

GSA's Small Business GWAC Center and the office of the Federal Acquisition Service Chief Information Officer have partnered to develop the [Small Business GWAC Source](#). This web-based Source of information is a one-stop-shop for SBGWAC information important to industry partners and federal customers. Whether you're interested in SBGWAC sales by an individual federal agency, quickly downloading GSA's latest SBGWAC publications, or interested in learning more about SBGWAC industry partners, The Source has it.



Screenshot of dashboard on SBGWAC Source

The SBGWAC Source is a publically available website providing SBGWAC data in customized and easy to comprehend dashboards. Dashboards are populated on a daily basis and display data on the SBGWAC Portfolio, individual GWACs, industry partners, and federal customer agencies. In addition, the Source also provides



resources to assist SBGWAC industry partners in marketing and managing their GWAC. Available resources include Small Business GWAC publications, GWAC newsletters, and federal acquisition website links. Take a look at the website and become familiar with the information as it is sure to help in small business GWAC research endeavors. Dashboards will be changing on a daily basis so check back frequently for the most current data.

We recommend you save the page as a favorite and share the link [www.sbgwacsource.gov](http://www.sbgwacsource.gov) with associates, business partners, and all others interested in GSA's Small Business GWACs.

## Spotlight



Lesla Steward  
Business Development Specialist

Lesla Steward joined the GSA Small Business GWAC Center in April 2011 as a Business Development Specialist. Prior to joining the SBGWAC center, she worked for GSA's Public Buildings Service in the Design and Construction Division as a Contract Specialist. Lesla has a Bachelor's Degree in Business Administration from Truman University and will soon have her Master's Degree in Public Affairs with an emphasis in Business and Government Relations from Park University in Parkville, MO. In her free time, Lesla enjoys volunteering for various charitable organizations and spending time with her family.



## Small Business Event Listing

FEDBIZOPPS.GOV now contains the Small Business Central Event Listing. [Learn more or search now](#)

## Upcoming Events

The Small Business GWAC Center participates in a variety of events throughout the year. Many events offer training on GSA's GWACs as well as networking opportunities for small business. Please monitor <http://www.gsa.gov/sbgwac> for updates.

Date	Event/URL	Location/Training Method
May 9-12	<a href="#">GSA Network Services Conference</a>	San Diego, CA
May 9-12	<a href="#">DoD Procurement Conference and Training Symposium</a>	Orlando, FL
May 10-12	<a href="#">GSA Expo</a>	San Diego, CA
May 10-12	<a href="#">Department of Energy Small Business Conference and Expo</a>	Kansas City, MO
May 16-20	<a href="#">National Small Business Week</a>	Washington, DC
June 27-30	<a href="#">The Veteran Entrepreneur Training Symposium</a>	Reno, NV
August 15-18	<a href="#">National Veteran Small Business Conference and Expo</a>	New Orleans, LA